

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Gil Gavriel DUDKIEWICZ et al.

Title: INTERACTIVE PROGRAM  
BANNERS PROVIDING  
PROGRAM SEGMENT  
INFORMATION

Appl. No.: 10/687,985

Filing Date: 10/17/2003

Examiner: Jason K. Lin

Art Unit: 2623

Confirmation 1393  
Number:

AMENDMENT AND REPLY UNDER 37 CFR 1.111

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated May 5, 2008, concerning the above-referenced patent application.

Applicant has enclosed with this amendment a Petition for Extension of Time to make this response timely.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 8 of this document.